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SOCIAL MORE

Columbia Journal
Reviews

More Magazine Ends Its Publication to Join Journal at Columbia

By DEIRDRE CARMODY

More magazine, the monthly journalism review founded in 1971, announced yesterday that it was suspending publication and would be merged into the Columbia Journalism Review.

The magazine has been known to be in financial difficulties for some time. Its publisher, James B. Adler, said in an interview yesterday that he had put \$300,000 into the magazine since he acquired it last August, but that he had not been able to give the magazine the concentrated effort that was needed to make a go of it. He said a recent illness had just added to the problems of living in Washington and trying to publish a magazine whose editorial offices are in New York, while trying to run his own business at the same time. Mr. Adler is president of the Congressional Information Service.

Edward Barrett, part-time publisher of the Columbia Journalism Review, which is put out by Columbia University, said that there would be no editorial changes in the journal as a result of the incorporation of More. There will be a line under the masthead noting that More has been merged into the Review.

The merger is actually a gift from Mr. Adler to Columbia in return for the Review's taking over More's subscription list. Subscribers to More will now receive the review instead. The Review will extend the subscriptions of those who now subscribe to both magazines. The Review, which was founded in 1961, has a current net paid circulation of about 32,000. More has a total circulation of 15,000 to 20,000. Its current subscriptions apart from newsstand sales total just under 12,000.